

- 1 1. A method of delivering digital content, comprising:
2 transferring audio/video (A/V) content in digital form from a content provider
3 to a customer, the digital form of the A/V content comprising at least an audio
4 portion and a video portion;
5 providing the customer with an option to complete a transaction for a
6 selected one of the portions of the A/V content; and
7 in the event the customer elects to complete the transaction for the selected
8 portion, enabling the customer to store the selected portion distinct from the A/V
9 content.
10
11 2. The method according to claim 1, wherein the transaction attaches a usage
12 rule to the selected portion.
13
14 3. The method according to claim 1, wherein the enabling comprises sending
15 the customer a key code to permit the customer to store at least one digital file
16 containing the selected portion.
17
18 4. The method according to claim 1, wherein the transaction comprises
19 receiving a payment from the customer; and sending the customer a key code to
20 permit the customer to store the selected portion in accordance with the usage
21 rule.
22
23 5. The method according to claim 2, wherein the usage rule permits no copies
24 of the selected portion to be made.
25
26 6. The method according to claim 2, wherein the usage rule permits only a
27 limited number of copies of the selected portion to be made.
28
29

1 7. The method according to claim 1, wherein the digital form of the A/V content
2 further comprises a table of contents portion (TOC) that indexes the selected
3 portion.
4

5 8. The method according to claim 1, wherein the digital form of the A/V content
6 can be viewed for only a designated period of time.
7

8 9. The method according to claim 8, wherein the providing and enabling take
9 place within the designated period of time.
10

11 10. The method according to claim 1, wherein providing the customer with an
12 option to purchase the selected portion of the A/V content comprises presenting a
13 menu to the user, with the menu having a menu selection for purchasing the
14 selected portion.
15

16 11. The method according to claim 1, wherein the transferring comprises one
17 of downloading the A/V content as one or more digital files, streaming the A/V
18 content, and transmitting the A/V content as a real time transmission.
19

20 12. The method according to claim 1, wherein the A/V content comprises a
21 motion picture.
22

23 13. The method according to claim 11, wherein the selected portion comprises
24 a soundtrack of the motion picture.
25

26 14. The method according to claim 1, wherein the A/V content comprises a
27 television program.
28

29 15. The method according to claim 14, wherein the selected portion contains a
30 theme song for the selected program.

1 16. The method according to claim 1, wherein the A/V content comprises a
2 music video.

3
4 17. The method according to claim 16, wherein the selected portion contains
5 music forming a portion of the music video.

6
7 18. The method according to claim 1, wherein the transaction comprises one of
8 a purchase of unlimited rights to play the selected portion, a purchase of rights to
9 play the selected portion for a designated period of time, and a purchase of rights
10 to play the selected portion a designated number of times.

11
12 19. The method according to claim 1, wherein the digital form of the A/V content
13 is compressed.

14
15 20. The method according to claim 19, wherein the digital form of the A/V
16 content is compressed using one of MPEG-2, MPEG-3, MPEG-4, and MPEG-7
17 compression.
18

1 21. An electronic storage medium storing instructions which, when executed on
2 a programmed processor, carry out a method of delivering digital content,
3 comprising:

4 transferring audio/video (A/V) content in digital form from a content provider
5 to a customer, the digital form of the A/V content comprising at least an audio
6 portion and a video portion;

7 providing the customer with an option to complete a transaction for a
8 selected one of the portions of the A/V content; and

9 in the event the customer elects to complete the transaction for the selected
10 portion, enabling the customer to store the selected portion distinct from the A/V
11 content.

12
13 22. The electronic storage medium of claim 21, wherein the transaction attaches
14 a usage rule to the selected portion.
15

- 1 23. A method of purchasing digital content, comprising:
2 transferring audio/video (A/V) content in digital form from a content provider
3 to a customer, the digital form of the A/V content comprising at least an audio
4 portion and a video portion;
5 completing a transaction for a selected one of the portions of the A/V
6 content; and
7 storing the selected portion as at least one digital file distinct from the A/V
8 content.
9
10 24. The method according to claim 23, wherein the transaction attaches a usage
11 rule to the selected portion
12
13 25. The method according to claim 23, wherein the transaction comprises
14 receiving a key code to permit storing one or more digital files containing the
15 selected portion.
16
17 26. The method according to claim 24, wherein the usage rule permits no copies
18 to be made of the selected portion.
19
20 27. The method according to claim 24, wherein the usage rule permits only a
21 limited number of copies of the selected portion to be made.
22
23 28. The method according to claim 23, wherein the digital form of the A/V
24 content further comprises a table of contents portion (TOC) that indexes the
25 selected portion.
26
27 29. The method according to claim 23, wherein the digital form of the A/V
28 content can be viewed for only a designated period of time.
29
30

1 30. The method according to claim 23, wherein the completing of the transaction
2 takes place within a designated period of time from the transferring.

3
4 31. The method according to claim 23, wherein completing the transaction for
5 the selected portion of the A/V content comprises viewing a menu, the menu
6 having a menu selection for acquiring rights to the selected portion.

7
8 32. The method according to claim 23, wherein the A/V content comprises one
9 of a motion picture, a television program, a documentary and a music video.

10
11 33. The method according to claim 23, wherein the selected portion contains
12 one of a motion picture sound track, theme song for a television program, an
13 interview, and music forming a portion of a music video.

14
15 34. The method according to claim 23, wherein the transaction comprises one
16 of a purchase of unlimited rights to play the selected portion, a purchase of rights
17 to play the selected portion for a designated period of time, and a purchase of
18 rights to play the selected portion a designated number of times.

19
20 35. The method according to claim 23, wherein the transferring comprises one
21 of downloading the A/V content as one or more digital files, streaming the A/V
22 content, and transmitting the A/V content as a real time transmission.
23

1 36. An electronic storage medium storing instructions which, when executed on
2 a programmed processor, carry out a method of purchasing digital content,
3 comprising:

4 transferring audio/video (A/V) content in digital form from a content provider
5 to a customer, the digital form of the A/V content comprising at least an audio
6 portion and a video portion;

7 completing a transaction for a selected one of the portions of the A/V
8 content; and

9 storing the selected portion as at least one digital file distinct from the A/V
10 content.

11
12 37. The electronic storage medium according to claim 36, wherein the
13 transaction attaches a usage rule to the selected portion.

1 38. A method of delivering digital content, comprising:
2 receiving a request from a customer for transfer of A/V content in digital form
3 to the customer;
4 receiving payment from the customer for the transfer of the A/V content in
5 accordance with a first usage rule;
6 transferring audio/video (A/V) content in digital form from a content provider
7 to the customer in accordance with the first usage rule, the digital form of the A/V
8 content comprising at least an audio portion and a video portion;
9 providing the customer with an option to complete a transaction for a
10 selected one of the portions of the A/V content;
11 receiving a request from the customer to complete the transaction for the
12 selected portion; and
13 enabling the customer to store the selected portion as at least one digital file
14 distinct from the A/V content.

15
16 39. The method according to claim 38, wherein the transaction attaches a
17 second usage rule to the selected portion.

18
19 40. The method according to claim 39, wherein the transaction comprises one
20 of: a purchase of unlimited rights to play the selected portion, a purchase of rights
21 to play the selected portion for a designated period of time, and a purchase of
22 rights to play the selected portion a designated number of times.

23
24 41. The method according to claim 38, wherein the A/V content further
25 comprises a table of contents portion (TOC) that indexes the selected portion.

26
27 42. The method according to claim 38, wherein the providing, receiving,
28 selecting and enabling take place within a designated period of time defined by the
29 first usage rule.
30

1 43. The method according to claim 38, wherein the A/V content comprises one
2 of a motion picture, a television program, a documentary and a music video.

3
4 44. The method according to claim 38, wherein the selected portion contains
5 one of a motion picture sound track, theme song for a television program, an
6 interview, and music forming a portion of a music video.

7
8 45. The method according to claim 38, wherein the transferring comprises one
9 of downloading the A/V content as one or more digital files, streaming the A/V
10 content, and transmitting the A/V content as a real time transmission.

1 46. An electronic storage medium storing instructions which, when executed on
2 a programmed processor, carry out a method of delivering digital content,
3 comprising:

4 receiving a request from a customer for transfer of A/V content in digital form
5 to the customer;

6 receiving payment from the customer for the transfer of the A/V content in
7 accordance with a first usage rule;

8 transferring audio/video (A/V) content in digital form from a content provider
9 to the customer in accordance with the first usage rule, the digital form of the A/V
10 content comprising at least an audio portion and a video portion;

11 providing the customer with an option to complete a transaction for a
12 selected one of the portions of the A/V content;

13 receiving a request from the customer to complete the transaction for the
14 selected portion; and

15 enabling the customer to store the selected portion as at least one digital file
16 distinct from the A/V content.

17
18 47. The electronic storage medium according to claim 46, wherein the
19 transaction attaches a second usage rule to the selected portion.
20

1 48. A method of acquiring rights to digital content, comprising:
2 sending a request to acquire digital rights in A/V content to a content
3 provider;
4 sending a payment for the digital rights to the content provider;
5 receiving audio/video (A/V) content in digital form from the content provider,
6 the digital form of the A/V content comprising at least an audio portion and a video
7 portion;
8 receiving an option to acquire digital rights to a selected portion of the A/V
9 content;
10 sending a request to the content provider acquire digital rights to the
11 selected portion; and
12 storing the selected portion distinct from the A/V content.

13
14 49. The method according to claim 48, wherein the storing comprises receiving
15 a key code from the content provider to permit storing the selected portion.

16
17 50. The method according to claim 48, wherein the storing comprises receiving
18 a download from the content provider.

19
20 51. The method according to claim 48, wherein the digital rights to the selected
21 portion is associated with a usage rule that defines rights to one of: unlimited play
22 the selected portion, play of the selected portion for a designated period of time,
23 and play of the selected portion a designated number of times.

24
25 52. The method according to claim 48, wherein the A/V content further
26 comprises a table of contents portion (TOC) that indexes the selected portion.

27
28 53. The method according to claim 48, wherein the sending and storing take
29 place within a designated period of time defined by a usage rule attached to the
30 A/V content.

1 54. The method according to claim 48, wherein the A/V content comprises one
2 of a motion picture, a television program, a documentary and a music video.

3
4 55. The method according to claim 48, wherein the selected portion contains
5 one of a motion picture sound track, theme song for a television program, an
6 interview, and music forming a portion of a music video.

7
8 56. The method according to claim 48, wherein the A/V content is received by
9 one of downloading the A/V content as one or more digital files, streaming the A/V
10 content, and transmitting the A/V content as a real time transmission.

11
12 57. The method according to claim 48, wherein the digital rights to the selected
13 portion is associated with a usage rule that defines rights to limitations on a
14 number of copies of the selected portion that can be made.

15
16 58. The method according to claim 48, wherein the digital form of the A/V
17 content further comprises a table of contents portion (TOC) that indexes the
18 selected portion.

19
20 59. The method according to claim 48, wherein the digital form of the A/V
21 content is associated with a usage rule.

22
23 60. The method according to claim 59, wherein the request to acquire digital
24 rights to the selected portion is sent before the usage rule expires.

25
26 61. The method according to claim 48, wherein receiving the option to acquire
27 digital rights in the selected portion of the A/V content comprises activating a menu,
28 with the menu having a menu selection for acquiring digital rights to the selected
29 portion.
30

1 62. An electronic storage medium storing instructions which, when executed on
2 a programmed processor, carry out a method of acquiring rights to digital content,
3 comprising:

4 sending a request to acquire digital rights in A/V content to a content
5 provider;

6 sending a payment for the digital rights to the content provider;

7 receiving audio/video (A/V) content in digital form from the content provider,
8 the digital form of the A/V content comprising at least an audio portion and a video
9 portion;

10 receiving an option to acquire digital rights to a selected portion of the A/V
11 content;

12 sending a request to the content provider to acquire digital rights to the
13 selected portion; and

14 storing the selected portion distinct from the A/V content.
15
16

- 1 63. A method of delivering digital content, comprising:
2 providing audio/video (A/V) content in digital form from a content provider to
3 a customer, the digital form of the A/V content comprising at least an audio portion
4 and a video portion;
5 providing the customer with an option to store the selected portion of the A/V
6 content; and
7 in the event the customer elects to store the selected portion, enabling the
8 customer to store the selected portion distinct from the A/V content.
9
10 64. The method according to claim 63, wherein the enabling comprises
11 providing the customer with a key code to permit the customer to store the selected
12 portion.
13
14 65. The method according to claim 63, further comprising receiving a payment
15 from the customer.
16
17 66. The method according to claim 63, wherein the stored selected portion is
18 stored subject to digital rights associated with a usage rule.
19
20 67. The method according to claim 66, wherein the usage rule defines rights that
21 permit one of: unlimited play the selected portion, play of the selected portion for
22 a designated period of time, and play of the selected portion a designated number
23 of times.
24
25 68. The method according to claim 63, wherein the digital form of the A/V
26 content further comprises a table of contents portion (TOC) that indexes the
27 selected portion.
28
29 69. The method according to claim 63, wherein the payment secures rights to
30 store the selected portion as at least one file distinct from the A/V content.

1 70. The method according to claim 63, wherein the providing AV content
2 comprises one of downloading the AV content, streaming the AV content and
3 transmitting the AV content as a real time transmission.
4

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1 71. An electronic storage medium storing instructions which, when executed on
2 a programmed processor, carry out a method of delivering digital content,
3 comprising:

4 providing audio/video (A/V) content in digital form from a content provider to
5 a customer, the digital form of the A/V content comprising at least an audio portion
6 and a video portion;

7 providing the customer with an option to store the selected portion of the A/V
8 content; and

9 in the event the customer elects to store the selected portion, enabling the
10 customer to store the selected portion distinct from the A/V content.

1 72. A method of acquiring digital content, comprising:
2 receiving audio/video (A/V) content in digital form from a content provider to
3 a customer, the digital form of the A/V content comprising at least an audio portion
4 and a video portion; and
5 storing one of the portions as a selected portion distinct from the A/V
6 content.

7
8 73. The method according to claim 72, further comprising purchasing the
9 selected portion of the A/V content.

10
11 74. The method according to claim 73, wherein the purchase secures usage
12 rights to store the selected portion distinct from the A/V content.

13
14 75. The method according to claim 72, wherein the receiving comprises one of:
15 downloading the A/V content , streaming the A/V content and transmitting the A/V
16 content as a real time transmission.

17
18 76. The method according to claim 72, wherein the stored selected portion is
19 stored subject to digital rights associated with a usage rule.

20
21 77. The method according to claim 72, wherein the usage rule defines rights that
22 permit one of: unlimited play the selected portion, play of the selected portion for
23 a designated period of time, and play of the selected portion a designated number
24 of times.

25
26 78. The method according to claim 72, wherein the digital form of the A/V
27 content further comprises a table of contents portion (TOC) that indexes the
28 selected portion.

1 79. An electronic storage medium storing instructions which, when executed on
2 a programmed processor, carry out a method of acquiring digital content,
3 comprising:

4 receiving audio/video (A/V) content in digital form from a content provider to
5 a customer, the digital form of the A/V content comprising at least an audio portion
6 and a video portion; and

7 storing one of the portions as a selected portion distinct from the A/V
8 content.
9
10

1 80. A method of storing audio/video (A/V) content, comprising:
2 storing a video portion;
3 storing an audio portion;
4 wherein the A/V content comprises at least the video portion together with
5 the audio portion; and
6 storing a table of contents (TOC) that indexes a selected one of the audio
7 and video portions in a manner that permits retrieval of the selected portion.
8

9 81. The method according to claim 80, wherein the A/V content is stored as one
10 or more digital files.
11

12 82. The method according to claim 80, wherein the TOC is stored as one or
13 more digital files.
14

1 83. An electronic storage medium storing instructions which, when executed on
2 a programmed processor, carry out a method of storing audio/video (A/V) content,
3 comprising:

4 storing a video portion;

5 storing an audio portion;

6 wherein the A/V content comprises at least the video portion together with
7 the audio portion; and

8 storing a table of contents (TOC) that indexes a selected one of the audio
9 and video portions in a manner that permits retrieval of the selected portion.
10
11

1 84. An e-commerce server, comprising:
2 a programmed processor;
3 a mass storage device storing a selection of A/V content, the A/V content
4 comprising at least an audio portion, a video portion and a table of contents (TOC)
5 file indexing a selected one of the audio and video portions;
6 program means, running on the programmed processor, for:
7 presenting a customer with an opportunity to complete a transaction
8 to acquire rights to the selected one of the audio and video portions indexed
9 by the TOC; and
10 enabling the customer to store the selected portion.

11
12 85. The apparatus according to claim 84, wherein the A/V content is stored as
13 one or more digital files.

14
15 86. The apparatus according to claim 84, wherein the TOC is stored as one or
16 more digital files.

17
18 87. The apparatus according to claim 84, wherein the enabling comprises
19 sending the customer a key code to permit the customer to store one or more
20 digital files containing the selected portion.

21
22 88. The apparatus according to claim 84, wherein the transaction comprises
23 receiving a payment from the customer; and permitting the customer to store the
24 selected portion in accordance with a usage rule.

25
26 89. The apparatus according to claim 87, wherein the usage rule determines a
27 number of copies of the selected portion that can be made.

1 90. The apparatus according to claim 84, wherein presenting a customer with
2 an opportunity to complete a transaction comprises presenting a menu to the
3 customer upon activation of the digital form of the A/V content, with the menu
4 having a menu selection for purchasing the selected portion.
5

6 91. The apparatus according to claim 84, wherein the program further comprises
7 means for transferring the A/V content to the customer.
8

9 92. The apparatus according to claim 91, wherein the means for transferring
10 comprises one of: means for downloading the A/V content as one or more digital
11 files, means for streaming the A/V content, and means for transmitting the A/V
12 content as a real time transmission.
13

14 93. The apparatus according to claim 84, wherein the transaction comprises one
15 of: a purchase of unlimited rights to play the selected portion, a purchase of rights
16 to play the selected portion for a designated period of time, and a purchase of
17 rights to play the selected portion a designated number of times.
18

- 1 94. An apparatus for carrying out an e-commerce transaction, comprising:
2 a programmed processor;
3 a mass storage device suitable for storing digital files;
4 program means, running on the programmed processor, for:
5 presenting a user with an opportunity to complete a transaction to
6 acquire rights to a selected one of audio and video portions of A/V content
7 indexed by a table of contents (TOC); and
8 enabling the user to store the selected portion as a digital file by
9 reference to the TOC.
- 10
- 11 95. The apparatus according to claim 94, wherein the A/V content is stored as
12 one or more digital files.
- 13
- 14 96. The apparatus according to claim 94, wherein the enabling comprises
15 receiving a key code and using the key code to store one or more digital files
16 containing the selected portion.
- 17
- 18 97. The apparatus according to claim 94, wherein the transaction comprises
19 sending a payment; and storing the selected portion in accordance with a usage
20 rule.
- 21
- 22 98. The apparatus according to claim 97, wherein the usage rule determines a
23 number of copies of the selected portion that can be made.
- 24
- 25 99. The apparatus according to claim 94, wherein the presenting comprises
26 displaying a menu to the user, with the menu having a menu selection for
27 purchasing the selected portion.
- 28
- 29 100. The apparatus according to claim 94, wherein the program further comprises
30 means for receiving the selected portion from a content provider.

1 101. The apparatus according to claim 100, wherein the means for receiving
2 comprises one of means for downloading the A/V content as one or more digital
3 files, means for receiving streaming A/V content, and means for receiving the A/V
4 content as a real time transmission.

5
6 102. The apparatus according to claim 94, wherein the transaction comprises one
7 of a purchase of unlimited rights to play the selected portion, a purchase of rights
8 to play the selected portion for a designated period of time, and a purchase of
9 rights to play the selected portion a designated number of times.